







U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

National Heart, Lung, and Blood Institute







# The Heart Truth Campaign Showcase

heart DISEASE IS THE #1 KILLER OF WOMEN





# **Insert Your Organization's Logo Here**





# **Target Audience**

- Women ages 40-60, primarily those who
  - Have at least one risk factor
  - Are not taking action





### VECUT DISEASE IS THE #1 KILLER OF WOMEN

# **Secondary Audiences**

- Women of all ages
  - Heart disease develops over time and can start as early as the teen years
  - It is never too late for women to take action to lower their heart disease risk
- Physicians and other health professionals





# **Campaign Objectives**

- Increase awareness that heart disease is the #1 killer of women
- Increase awareness that having risk factors
   can lead to heart disease
- Encourage women to talk to their doctors about risk factors and take action to control these risk factors





# **Campaign Objectives**

- Engage health care providers as partners to reinforce campaign messages
- Involve partners in ongoing efforts that underscore the importance of risk factor detection and education
- Encourage organizations and individuals to take action to spread *The Heart Truth* in their community





# **Core Messages**

- Heart disease is the #1 killer of women
  - Heart disease can significantly decrease one's quality of life
  - Heart disease can lead to heart attack, disability, and death
  - Find out your risk and take action to lower it





# **Focus Group Research**

- Generally aware of the risk factors
- Surprised to learn that heart disease is the #1 killer of women
- Shocked to learn that it kills significantly more women than breast cancer
- Engaged by concepts featuring women like themselves
- Receptive to analogy of caring for outer and inner selves





# **Strategic Framework**

- National public service advertising and media relations campaign to build broad awareness
- National partnerships reinforced at the regional and local levels to extend the campaign's reach and its messages
- Materials to equip community leaders to reach women with direct intervention





# **Creative Approach**

- Leverage women's interest in their outward appearance to focus on what's inside (e.g., their heart)
- Personalized campaign messages through real women and their stories
- A hard-hitting, edgy approach to deliver a wake-up call to women





# The Red Dress Project

The Red Dress is the centerpiece of *The Heart Truth* campaign and the national symbol for women and heart disease awareness.

"Heart Disease Doesn't Care What You Wear. It's the #1 Killer of Women."





# **Red Dress Project Debut**

- Collection of red dresses donated by 19 leading fashion designers
- Photography and print PSA featuring Cover Girl, Angela Lindvall
- Signature Red Dress Pin from leading jewelry designer, Angela Cummings







# **Red Dress Project Activities**

- First Lady Laura Bush
- "Real Women Wear Red"
- Online Toolkit
- Taking the Red Dresses on the road









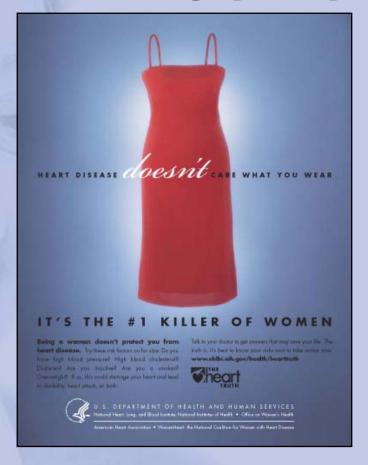




VECUL DISEASE IS THE #1 KILLER OF WOMEN

### **Print Public Service Advertising (PSA)**













#### DISEASE IS THE #1 KILLER OF WOMEN

#### **Print PSA**



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#### LAS ENFERMEDADES DEL CORAZÓN fenes alguno de ellos, podríos poner en nesigo to conoxón, quedor SON LA PRINCIPAL CAUSA DE

MUERTE ENTRE LAS MUJERES

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Mideto estes factores de riesge para ver cómo te quadem

¿Tienes presión sanguinos alto? ¿Colesteral alto en la sungre? ¿Diobetes? ¿No haces ejeracio? ¿Fureas? ¿Enús sobrepeso? Si incorporatudo, tener un utaque al carazda o ambas-

El vestido rojo es una alerta roja para tomar en seño las enfermediades del corozón. Hoblis con tu médico poro obtener los conocer les riesges y temor les medidas necesarios ahora www.nhlbi.nih.gov/health/hearttruth





U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.
National Heart, Lang, and Blood Institute National Health • Office on Women's Health.

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#### AL CORAZÓN NO LE IMPORTA CÓMO TE VISTES



#### LAS ENFERMEDADES DEL CORAZÓN SON LA PRINCIPAL CAUSA DE MUERTE ENTRE LAS MUJERES

El hecho de ser mujer no te protege de las enfermedades del corazón. Midete estas factores de riesgo para ver cómo te quedan: ¿Tienes presión sanguinea alta? ¿Colesterol alto en la sangre? ¿Diabetes? gNo haces ejercicio? gFumas? gEstás sobrepeso? Si tienes alguno de ellas, podrías poner en riesgo to corazón, quedar încapacitada, tener un ataque al corazón o ambos.

Había con tu médico para obtener los respuestos que podifian salvar tu vida. La verdad es que es mejor conocer las riesgas y tomar las medidas recesarias ahora. www.nhlbi.nih.gov/health/hearttruth















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### **TV PSA**

- "If You Could"
- Depicts the contrast between outward appearance and inward reality
  - "Jackie"
  - Underscores the truth and consequence of heart disease









#### VECUL DISEASE IS THE #1 KILLER OF WOMEN



### Radio PSA

- "Jackie's Story"
  - "Joan's Story"
  - "Ann's Story"
- "Did You Know"
- "If You Could"















### DISEASE IS THE #1 KILLER OF WOMEN

# **Campaign Materials**

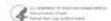


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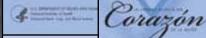




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# The Heart Truth Web Pages

www.hearttruth.gov

- Campaign materials
- Heart health information
- Personal stories of real women with heart disease
- Information about campaign partners
- Online Toolkit and Activity Registry





# **Online Toolkit and Activity Registry**

- Online Toolkit
  - Everything you need to organize and hold a community event
    - Campaign background information
    - Ideas for Red Dress activities
    - Campaign promotional and educational materials
- Activity Registry
  - Share your activities and learn what other groups across the nation are doing to help spread *The* Heart Truth





### The Heart Truth Partners

- Women will never learn The Heart Truth without your involvement
- Get involved!





### **#5: Get Personal**



Spread The Heart Truth
 message to those you love and
 take the message to heart in
 your own life





### #4: Get to Work at Work

- Use the Speaker's Kit
- Link to The Heart Truth Web page
- Send an e-mail about the campaign
- Print a story in your newsletter
- Plan a "Wear Red to Work" Day
- Wear the Red Dress Pin
- Distribute campaign materials





### **Order The Heart Truth Materials**

- Call (301) 592-8573
- www.hearttruth.gov



#### THE HEART TRUTH FOR AFRICAN AMERICAN WOMEN: AN ACTION PLAN

When you had the term "heart disease," what's your first readion? Like early senses, you may think, "That's a man's disease." But here's The Heart Truth. Heart disease is the #1 biller of women in the United States. One in three women dies of heart disease.

For African American women, the risk of heart disease is expecially great. Heart disease is more prevalent omong black women than white women—as as some of the factors that increase the risk of devolging it, including high blood pressure, overweight and obesity, and disease.

But there's good news too: You can take action and lower your chance of developing heart disease and fit risk factors. In fact, women can lower their heart disease risk by as much as 82 percent just by leading a healthy Heatyle. This fact sheet gives steps you can take to protect your heart heafts.

#### WHAT IS HEART DISEASE?

Caronary heart disease is the most common form of heart disease. Other referred to simply as "heart disease," it is a disorder of the blood vessels of the heart that on lead to a heart atrook. It is a lifeling condition and will sheadly worsen unless you make changes in your daily habits.

#### Risk Factors for Heart Disease

Diestyle affects many of the "risk factors" for heart disease. Bisk factors are conclident or habits that increase the chances of developing a disease or habits for increase of the start diseases, there are two types—fince you can't change are on family bistory of early heart disease, and any of the cree you can't change are on family bistory of early heart disease and age, which for warram becames at this

factor of \$5. Their because, when remopasse, women are more likely to get heart disease. Refly, this is because their body no longer produces extragat. Also, middle again is time when women small to develop other heart disease risk factors. It is all most of the risk factors can be accorded. Other, the 1st most of the risk factors can be controlled. Other, the 1st most of the risk factors can be than the factors as needed. Hereif is makin priving of these risk factors.

Smoking. About one in the block women smokes. Out and, just one year later, your heart disease risk will drup by more than halt. There's no easy way to got be tracking a plan helps. You also can by an organized program or a medication—ask your doctor if either is right for you.

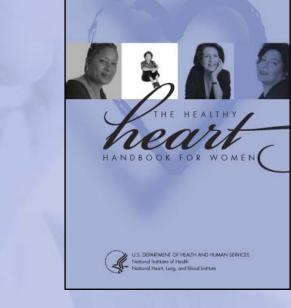
High Blood Pressure. Also called hypertension, high blood pressure increases your risk of heart disease, stroke, and congestive heart folium. Even levels signly above normal-called "prehypertension"—increase your heart disease disk.

Black worser develop high blood pressure earlier in life and have higher average blood pressures compared with white worser. About 37 percent of blook worser have high blood pressure. Hypertension dus increases the risk of struke and congestive heart failure—and block worsen have legh rates of both.

Lower elevated blood pressure by following a heartheafty eating jons, including limiting your intake of salt and other forms of sodium, getting augint physical activity, maintenining a healthy weight, and, if you drivit subchold bewrages, doing so in moderation (our most than one drivin a day). If you have high blood pressure, you also may need to take medication.

heart









# **#3: Communicate in Your Community**

- Use your connections to share the message about heart disease—in your civic association, with your sorority, in a church group, etc.
- Use The Heart Truth Online Toolkit to plan your Red Dress event
- Distribute campaign materials at your community event





### #2: Be an Advocate

- Urge others to get involved
- Ask your State or community health department to launch *The Heart Truth* campaign and declare a Women's Heart Day
- Share what you are doing. Submit your women's heart health activities to NHLBI's Activity Registry—www.hearttruth.gov





### **#1: Remember The Heart Truth**

Heart disease is the #1 killer of women

